**Sample questions on Causality and Observation**

**Question One**

John has recently been appointed as marketing manager for the Westmoreland Street School of Motoring. He is concerned about the lack of testimonials that the company has on its website. He has been provided with profiles of 3 recent customers of the driving school who each have taken lessons from the driving school. John is hoping to use one of these profiles for his marketing activities (with the permission of the relevant customer).

The profile details are as below

Customer 1: Susan took 1 pre test lesson (only) from the Driving School in January 2021. She sat her test in April 2021 and passed. She has being driving for 4 years and this was her second time to sit the test.

Customer 2: Sean took 12 lessons and 2 pre tests from the Driving School in late February 2021. He sat his test for the first time in early March 2021, and passed. His test covered the exact same route as his second pre test. Sean has been driving for 1 year, and his father is a driving instructor.

Customer 3: Frank took 24 lessons with the Driving School in the past year and has failed his test 3 times in the same period. He has booked another 12 lessons, and has recently written a letter of thanks to the School for their patience in assisting him to learn to drive.

1. Which customer should John consider contacting for a testimonial? Clearly explain your answer by applying the condition(s) required to indicate causality is present.
2. Describe the circumstance when a Dependent variable can become the Independent variable in causality.

**Question Two**

1. Explain the three (3) conditions required to be in place in order than observation can used in marketing research decisions. Please provide an example for each condition.
2. Differentiate between each of the following sets of terms (5 answers required)

Direct vs. Indirect Observation

Structured vs. Unstructured Observation

Human vs. Mechanical Observation

Open vs. Disguised Observation

Natural vs. Contrived Observation

**Question Three**

Explain why the observation method of research cannot be relied upon as a sole form of primary research.